

MEMORANDUM

TO: Christie Daniels, WRA 210 Instructor

FROM: Elizabeth Oderkirk

DATE: January 27, 2014

RE: Module 2: Alumni Portfolio C.R.A.P. Report

Overview

In this report, I analyze Holly Balentine's alumni portfolio and point to her use of the C.R.A.P. design principles – contrast, repetition, alignment, and proximity. I also focus on one aspect of her portfolio that I like and one that I do not like, as well as what I might mimic in my own portfolio.

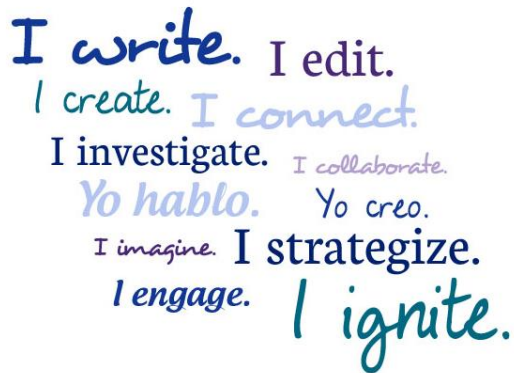
Use of C.R.A.P. Principles

Holly uses contrast especially well in her portfolio. Her entire website has a white background, which distinguishes her royal blue headers and black content text. Repetition is seen in the color, font, and size of the headers on each page, and all content, except for the image on the home page, is left-aligned. Proximity is displayed through samples of the same type being located under the corresponding tab, and through the thumbnails representing each piece being directly next to the correct piece's description.

Portfolio Focus

My favorite part of Holly's portfolio is her home page header and navigation panel. My eyes are drawn to it because of the use of blue text on a white background and white text on a blue background, which shows contrast and repetition. Holly also changed the color of the L's in her first and last name, making the header more interesting.





I write. I edit.
I create. I connect.
I investigate. I collaborate.
Yo hablo. Yo creo.
I imagine. I strategize.
I engage. I ignite.

The part of Holly's portfolio that I can't seem to stop examining is the image on the home page (see image to the left). Its various fonts, colors, and languages make it visually fascinating, but most of those colors and fonts are not seen on any other page of the portfolio. The parallelogram shape is an intriguing design decision, but it doesn't quite fit in with the rest

of the page, since nothing else aligns with it or purposefully aligns opposite of it. Perhaps the image would be of more benefit the portfolio design if several of the phrases were used on the other pages, as a way of saying here are some words that describe me, and here are the examples that display those characteristics. For instance, "I write. I edit." could go on the Writing samples page, "I connect. I collaborate. I strategize." might work on the Content Strategy page, and "I create. I investigate. I imagine." may be placed on the UX Design page. More phrases such as these would need to be designed for the other tabs, to be consistent. Doing this would apply the repetition principle in a really cool way, especially if the same fonts, colors, and sizes as in the image were used on the other pages.

My Mimic

The aspect I would like to replicate in my own portfolio would be the use of more than one color in my header, to make it more visually interesting. Doing this would allow me to be a bit more creative with my portfolio and show my personality a bit but still retaining a professional atmosphere with the rest of my page design and content. Like Holly, I would only choose one other color to use, but I might pick more than one letter, as I don't have too many letters that are in both my first and last name. I would amplify this effect in my other page titles, choosing one letter, hopefully one that repeats, to display in the second color. I would have to play around with which two colors to use, as contrasting them might be too distracting, but using a similar shade might not reflect my personality as much as I'd like.



Hollyce
Balentine